News Release

IMMEDIATE RELEASE

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Edmonton joins Earth Hour's global lights-out campaign

Edmontonians invited to shut off lights for one hour

Edmonton, March 27, 2008 – On March 29 at 8 p.m., Edmonton will join cities around the world to turn out the lights for Earth Hour, a global initiative to take action on climate change. Edmontonians are also invited to join the effort by shutting off non-essential lights for Earth Hour, from 8 to 9 p.m.

"Edmontonians are strong supporters of green initiatives. Through our individual steps to change everyday habits we can have a positive impact on the environment," said Mayor Mandel. "Earth Hour is about demonstrating the commitment we all need to have and it's about recommitting our city to do even more to save energy and tackle climate change."

More than 600 citizens and organizations in Edmonton have already registered to participate in Earth Hour. All City-owned buildings downtown (City Hall, Century Place and Chancery Hall), will be powered down at 8 p.m., except for essential security lighting. Edmonton firefighters and emergency medical services (EMS) staff are also turning out the lights in all 24 fire stations and 12 EMS stations. No emergency services will be affected.

Sunset in Edmonton will not occur until 8:05 p.m. The collective drop in electricity use for the 60-minute period will be measured by EPCOR. Results will be available within a few days.

In addition to turning off the lights during Earth Hour, there are several other ways to participate:

- Commit to turning out the lights in advance. Sign up at www.earthhour.org before March 29.
- Spread the word to colleagues, friends and neighbours and organize "in the dark" games and activities for the hour.
- Use less energy every day. Learn more about Edmonton's energy efficiency rebates and other tips to reduce energy from the City's climate change program, Carbon Dioxide Reduction Edmonton (CO_2RE), by visiting www.co2re.ca or calling 944-CORE (2673).

The City's participation in Earth Hour is part of EcoVision Edmonton ®, Council's vision for an environmentally sustainable city.

Earth Hour was first organized on March 31, 2007 in Sydney, Australia by the World Wildlife Federation (WWF). More than 2.2 million people participated in the 2007 effort, resulting in a 10 per cent drop in energy use. WWF announced the launch of Earth Hour as a global initiative for 2008, inviting cities and communities around the world to participate.

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About CO_2RE:

CO_2RE is the City's community greenhouse gas emission reduction program dedicated to helping all sectors reduce their energy use, energy costs and greenhouse gas emissions responsible for climate change. CO_2RE is part of EcoVision Edmonton ®, Council's vision for an environmentally sustainable city.

About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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THE CITY OF Edmonton